

PILLAR

INSTITUTE · PRACTICE AREA

Social Justice & Indigenous Reclamation.

153 Historical Figures domains in categorized inventory. The infrastructure foundations have spent decades trying to build, finally with the operational capacity to actually build it. Indigenous Reclamation handled with a fundamentally different framing — an open proposal, not a service.

STATE: OPERATING (SOCIAL JUSTICE) · OPEN PROPOSAL (INDIGENOUS RECLAMATION)

PILLAR MEDIA & ENTERTAINMENT · PILLARME.COM

01 — The structural opportunity.

A category of search traffic that is enormous, evergreen, civically valuable, and almost entirely served by either Wikipedia, institutional sites like museums and university archives, or under-resourced volunteer projects. The names of historical figures — particularly figures from marginalized communities, decolonial movements, women's history, labor history, civil rights history — generate substantial monthly search volume in every language. The supply of dedicated, well-designed, culturally respectful content sites for these figures and movements is dramatically below the demand.

A network of properly built sites — one per significant figure, one per significant movement — would fill a real gap in the public web while doing genuine educational work. This is the work foundations *fund*. Foundations have spent decades trying to put marginalized history online. The blocker has never been will or capital; it's been operational capacity. Pillar's operational capacity is exactly what this work needs.

THE MODEL

02 — The foundation is free.

Pillar provides the core infrastructure of the next-generation web — in the languages and markets it serves — at no cost to the communities building on it. We earn revenue only at the edges.

FREE · DOMAINS IN STEWARDSHIP

Premium namespace

Premium single-word .com domains held in stewardship and made available to local builders to build on — not parked, not flipped.

FREE · AI-FLUENCY TRAINING**Capacity**

AI-fluency training delivered to the educators, operators, and teams closest to the work, so they can build at the level the moment demands.

FREE · DISTRIBUTION**The network**

Access to a distribution network that carries native-language work to real audiences — reach that isolated operators cannot easily replicate.

Pillar earns revenue only from premium and edge services — [Studio \(/studio\)](#), builds, [Authority \(/authority\)](#) engagements, and enterprise and institutional programs. The infrastructure a community needs to own its own digital future should be a public good. We treat it like one.

03 — What Pillar brings.

Pillar is the bridge between world-scale infrastructure and the people building the next-generation web. Here is what crosses that bridge — and stays with the communities it serves.

MILLIONS OF DOLLARS

MILLIONS OF DOLLARS

Premium domains

Millions of dollars of premium single-word .com domains across the portfolio, held in stewardship and put to work by local builders — the scarce, appreciating namespace of the web.

Compute

Millions of dollars of compute — the raw GPU and cloud processing power that turns AI from a demo into working products. Generating native-language content, training models, and running tools at scale all run on compute that individuals and small organizations cannot afford on their own. Pillar provides it.

MILLIONS OF DOLLARS

Training

Millions of dollars of AI-fluency training, delivered to educators, operators, and civil servants so the people closest to the work can build at the level the moment demands.

THE RELATIONSHIPS

A deep network

Top network connectors, operators, and investors across the regions and languages Pillar serves — relationships that take years to build and open doors capital alone cannot.

DECADES

Operating experience

Decades of combined experience across the Pillar team, earned in the most competitive verticals on the open web and applied to the hardest infrastructure problems.

04 — Pillar's position.

153 Historical Figures domains in categorized inventory across Multi-language (89), English (40), Other (12), Indigenous (7), Spanish (3), and Filipino/Tagalog (2). The inventory base is substantial; the editorial buildout is the program work.

The practice ships publicly faster than Indigenous Reclamation. Social Justice is a discrete operational opportunity with a clear buyer (foundations), a clear deliverable (built sites), and a clear gradient (this is a category with proven search demand and underbuilt supply).

05 — Indigenous Reclamation — an open proposal, not a service.

The Indigenous Reclamation work has its own page at [Indigenous Reclamation \(/institute/indigenous-reclamation\)](/institute/indigenous-reclamation) with a fundamentally different framing. It is **not an operating practice**. It is an open invitation to indigenous-led partners and aligned funders to figure out together whether and how this work happens.

The honest premise. The web has alienated indigenous identity from indigenous communities. Cherokee.com redirects to Jeep. Quechua.com belongs to a clothing brand. Across thousands of indigenous names, peoples, and concepts, the namespace is held by entities with no connection to the cultures named. This is the digital pattern of physical colonialism.

The honest position. Pillar holds an inventory of relevant indigenous-language and indigenous-concept domains, acquired with the intent of stewardship rather than commercial use. We have a thesis about what those domains could become. We do not have the right to decide what they become.

The honest invitation. We are looking for indigenous-led partners and aligned funders to figure out together what this work could be. Pillar holds infrastructure in stewardship. Communities are the protagonists. We are the layer below the protagonists, not the layer above them.

[Read the open proposal → \(/institute/indigenous-reclamation\)](/institute/indigenous-reclamation)

06 – Project examples (Social Justice).

One-per-figure and one-per-movement sites on the named figures whose search demand is high and whose dedicated, culturally respectful infrastructure is thin. The Historical Figures inventory includes:

- IdaWells.com, JudyFryd.com, EarlLloyd.com, MarieDaly.com, MarieEqui.com
- WangariMutaMaathai.com, JamesFrancisThorpe.com, TerranceStanleyFox.com
- ChuckEaly.com, GlobalFirstNations.com, IndigenousTruth.com
- AmericanInventions.com, GreatestAncientStructures.com
- 89 additional Multi-language domains anchoring figures whose names function across languages

Each domain becomes the canonical site for that figure — built once, culturally reviewed by partners qualified to do so, and operated indefinitely as a public-good content surface.

07 – Buyers we're built for.

Social Justice buyers: Foundations with decolonial, civil rights, women's history, or labor history mandates (Ford, MacArthur, Open Society, Hewlett, Mellon, Heinz, Surdna, Public Welfare). University partnerships (HBCUs, Hispanic-Serving Institutions, tribal colleges, women's colleges, museum-affiliated programs). Cultural institutions (National Museum of African American History and Culture, Smithsonian Latino Center, National Museum of the American Latino, Schomburg Center, Schlesinger Library). Corporate DEI budgets with appropriate scrutiny.

Indigenous Reclamation buyers (different page, different framing): Indigenous-led capital (NDN Collective, First Nations Development Institute, Native Americans in Philanthropy, Indigenous Peoples Fund, Pawanka Fund, International Funders for Indigenous Peoples). Aligned foundations (Lannan, Christensen, Bay and Paul, Swift, Tamalpais Trust, Cultural Survival, Indigenous Environmental Network). Family offices with decolonial mandates. *Critical note:* the buyer list for Indigenous Reclamation is not a targeting list in the conventional sense — the work originates with indigenous-led organizations as protagonists, aligned funders introduced through those partnerships rather than pursued ahead of them.

08 – Start the conversation.

If your foundation, family office, ministry, or program is working in this region or with these populations, we should talk.

Request a briefing → (</contact?practice=social-justice>)

The market.

09 – Marginalized histories are under-documented online while demand surges from learners, educators, and creators.

Social justice movements have shaped the modern world, yet their figures and archives remain dramatically under-represented across the open web. The gap between cultural demand and digital supply is widening fast.

80%

Of Wikipedia biographies are about men, leaving women historically under-documented

WIKIMEDIA 2023

<2%

Of major Wikipedia biographies cover LGBTQ+ historical figures

WIKIMEDIA 2023

<1%

Of global philanthropy reaches Indigenous-led organizations

BRIDGESPAN 2021

+30%

Year-over-year growth in K-12 demand for diverse-history curriculum

NEA 2024

+40%

Year-over-year growth in streaming and podcast content for marginalized histories

EDISON RESEARCH 2024

50M+

Monthly listeners for Black History podcasts in the United States

EDISON RESEARCH 2024

The structural gap is striking. Roughly 80% of Wikipedia biographies cover men, fewer than 2% document LGBTQ+ historical figures, and Black, Latino, and AAPI heritage subjects make up just 3-5% of major articles. Civil rights archives fare no better, with under 5% of collections holding dedicated digital homes. Meanwhile, foundations channel more than \$5B per year into social justice work and UNESCO commits over \$250M annually to cultural preservation, but the open-web layer where most learners actually arrive remains thin.

Pillar Institute treats this as a content gap of structural significance, not a niche editorial concern. Our [Social Justice practice](#) ([/institute/social-justice](#)), partners with movement archives, foundations, and heritage institutions to translate primary sources into durable, discoverable knowledge assets: long-form encyclopedic entries, multilingual biographies, and structured datasets that flow into [AI Labs](#) ([/institute/ai-labs](#)), training pipelines and [Pillar Authority](#) ([/authority](#)) placements. We pair this with [Pillar Studio](#) ([/studio](#)) production for the podcast and streaming formats where Gen Z audiences, more than 70% of whom support racial justice causes, are already consuming history.

For partners working on civil rights, Indigenous sovereignty, LGBTQ+ history, or diaspora movements, this is the moment to build the canonical record. Review our [portfolio](#) ([/portfolio](#)) of heritage and movement work, or explore how [Discovery](#) ([/portfolio/discovery](#)) identifies the highest-leverage archives to bring online next.

Frequently asked questions.

How is Social Justice different from Indigenous Reclamation?

Social Justice is an operating practice with a clear deliverable: one-per-figure and one-per-movement sites for historical figures whose dedicated content infrastructure is thin. Foundations fund it, Pillar builds it, the sites operate indefinitely. Indigenous Reclamation is an open proposal — not a service. The work originates with indigenous-led partners and aligned funders deciding together what gets built; Pillar holds inventory in stewardship but does not decide what gets built on it. Two different frames, two different pages, two different buyer-engagement models.

Why are Historical Figures so suited to Pillar's infrastructure?

The category has enormous evergreen search demand, civically valuable subject matter, and a supply gap that has persisted for decades despite foundation appetite for the work. The blocker has never been will or capital; it's been operational capacity. A network of 150+ properly built, culturally respectful, schema-marked-up sites for historical figures is exactly what Pillar's operating model is suited to produce.

What does 'culturally respectful' mean operationally?

Each site is built and reviewed in partnership with people qualified to review it. For a site about a labor history figure, that's labor historians and union archives. For a site about a women's history figure, that's women's history scholars and the relevant archives. For a site about a civil rights movement, that's the movement's living leaders, descendants, and dedicated archives. The discipline is not Pillar deciding what is culturally appropriate; the discipline is finding the partners who already know.

Why is Indigenous Reclamation framed as an 'open proposal' rather than just another practice area?

Because the colonial pattern in digital development — non-indigenous operators shipping programs to indigenous communities as beneficiaries — is exactly the pattern Pillar refuses to participate in. The honest position is: we hold inventory we have a thesis about; we don't have the right to decide what gets built on it; we're looking for indigenous-led partners and aligned funders to figure out together what this work could be. The Indigenous Reclamation page is written explicitly to be read by indigenous-led organizations and aligned funders, not as marketing for a service.

Can a foundation fund a specific historical figure or movement site?

Yes. Engagement at this level typically looks like: a foundation funds Pillar to build N sites for figures within the foundation's thematic mandate (decolonial history, women's history, civil rights history, etc.), with a named partner (a museum, an academic department, a community archive) co-leading the editorial review. The scoping conversation defines which figures, which partners, which timeline.
